

THE COMPLETE GUIDE TO WRITING JAW-DROPPING WEB CONTENT

www.squiddly.ca



Did you know that 38% of people will close a website if the content isn't appealing?*

That means that over 1/3 of people that view your site will choose to dive back into search engines or other Internet ecosystems. We're tossing you a life preserver so your content can help you rise to the top!

Less is more when it comes to website content because people are impatient. They want the information they're seeking as fast as they can get it. Search engines like [Google](#) and [Bing](#) provide information quickly and easily – 81% of shoppers' research products online before purchasing, and 51% have discovered a new product or company using their smartphone**. Your website should provide all the information a potential client/customer will need to make a purchasing decision.

UNDERSTANDING THE BASICS

Who

Tell your audience about your business.

What

Explain your services or products.

Where

Provide your address and contact information.

Why

Ultimately, people research to find the product or service that is best suited to their needs and desires. Why should they choose you? Remember, people buy benefits.

When

List the hours that you are open for business.

How

Explain how an individual makes a purchase with you or how do they take advantage of the service you're offering. Provide them with a clear call-to-action (CTA).

(*) Source: <http://www.images.adobe.com/content/dam/Adobe/en/max/2015/pdfs/state-of-content-oct.pdf>

(**) Source: <https://www.hubspot.com/marketing-statistics>

Your home page should provide the necessary information customers need to understand your product or service, and then you need to make sure that you are “selling yourself” to them. Simplifying your home page will result in better sales for you, especially when your site is [mobile responsive](#). Local searches lead 50% of mobile visitors to visit stores within one day³ – precisely why the **where** and **when** are necessary.

Bonus Tip: Briefly provide all the above information on your home page, linking to the coordinating page for a more detailed explanation.

Now that you understand the basics, we can dive deeper and discover how to write so that it reflects your company perfectly.

DIVING IN: DISCOVERING YOUR VOICE

Who Are You?

Understanding who you are (or rather, what your business is) is key to developing a trusting relationship between your audience and your business.

Brand?

Branding is more than a logo and choosing your business’s colour scheme. Imagine your brand as a person – how would you describe that person?

Your brand voice should remain consistent no matter what medium you’re using to communicate. It’s one way your audience recognizes you, understands you, and connects with you. Your brand voice is about positioning yourself as an easily identified and authoritative source on your area of expertise.

Navigate Towards Defining Your Brand Voice

Describe Your Brand in 3 Words

Pick three adjectives that describe your business.

Examples include: *Upbeat, Soothing, Exciting, Curious, Brave, Gentle, Eager,*

Tone

A tone of voice is not what you say, but how you say it.

Examples

“You wouldn’t happen to have a phone I could borrow, would you?”

“Do you have a phone I can borrow?”

“Lend me your phone.”

Style

Take the three adjectives you’ve chosen that describe your brand and dive deeper.

Example

Upbeat, but not over the top.

Gentle, but not passive.

Curious, but not uneducated.

Bonus Tip: Writing out a list of words that you want to use for your brand and ones you want to avoid will help you when writing the content. It will be a visual reminder that will keep you inline with your brand voice.

CASTING YOUR NET: SEO AND KEYWORDS

Did you know that Google gets over 100 billion searches a month? Search engine optimization (SEO) refers to activity that helps to improve search engine rankings. In search results, Google shows links most prominently for websites and webpages that it considers relevant and authoritative, and keywords are a way for you to set your website up for success.

Keywords are Treasure

Knowing which keywords people are searching for is the first step to creating an SEO friendly website. This information can be found by utilizing popular databases such as [Google Autocomplete](#), [Google Adwords](#) and [Answer the Public](#). If a keyword receives frequent searches, it's more likely to show up in search engines and send traffic to your website.

You'll also have to check the strength of the websites that are already ranking for these phrases – if they're established, it can be hard to rank above them (showing at the top of the page in Google searches with these phrases). Once you have the popular words and phrases that you want to rank for, use them in your website content, and then try to find some keywords that might not be too competitive, but perhaps you can write for strategically!

Become a Captain of SEO

Ranking in search engines is difficult. Google's algorithms also base ranking on the websites that link TO your site, which is one of the reasons blogging has become so popular. Blogs are easily shared and give other websites an option to link to your site – which is what you want.

The easiest way to understand how these links create authority is to think of it as a recommendation system. If Sew Yours links to Yarn World, then Sew Yours is recommending Yarn World and endorsing the website and product. The more quality websites that are linking to your site, the more they're recommending your site. SEO is one of the trickier aspects of website management, if you feel like you're getting in over your head, book a consult with a [Squiddly SEO expert](#).

Bonus Tip: The keyword should be in your page title, the URL (www.sewyothers.com/fashion-designer-canada – the keyword being *Fashion Designer Canada*), in your meta description and at least twice within the copy of the website.

The next page provides you with a handy keyword and character count guide for you to use when writing your webpage content:

Url

Avoid the use of periods or special characters and use hyphens if separating words. Be sure to include your keyword for SEO purposes.

Example

www.sewyoours.com/fashion-design-canada

Website Copy

Try to keep it to 300-500 words per page. Less is more when it comes to website copy, and you'll want to include your keyword 1-2 times within the copy of each page.

Meta Title

(The title that shows up on search engines for this website)

50-60 characters and should include your keyword.

Meta Description

(The description that shows up on search engines for this website)

150-160 characters and remember to include your keyword.

PUMP UP YOUR WEBSITE CONTENT

Once you've established your brand voice and discovered your keywords, you can start writing content for your website. It's easiest to start with what you're most comfortable with – your business!

Tell Us About You

The About Page is all about your business. When did you start? Why did you create this business? If you have an incredible story, this is where you can share it. Be relatable, be informative, be honest, but above all, tell your potential customers a story. Include high-quality images of the owner(s) and perhaps even employees. Putting a face to a company always helps establish credibility and trust in the minds of buyers.

How your Brand Voice Impacts Your About Section

Hip Brand Voice

“Sew Yours fixes you up with all the fashion design work you know you need, but can’t do yourself! From reviving those pesky broken zippers to designing trendsetting ball gowns, Sew Yours lets you wear your style with pride. Pop by the shop when we’re strutting our stuff and find out how Sew Yours can help you rock your wardrobe.”

Luxurious Brand Voice

“Sew Yours explores the beauty in the unexpected and unabashedly shapes the boundaries of fashion by designing one-of-a-kind pieces created for the individual style you desire. Sew Yours believes that through the joy of fashion, we can further define our individuality and personality. Set up a meeting with Sew Yours to discuss customizing your wardrobe.”

Can you see the difference? The **Hip Brand Voice** relates to a younger audience that perhaps isn’t as into couture, has a simpler need with fashion, are seeking simple tailoring work, or are toying with the idea of having a custom piece made, but might feel overwhelmed by fancy talk.

The **Luxurious Brand Voice** speaks to a higher end clientele that appreciate the finer things in life and enjoy being the centre of attention.

At the core, both descriptions say what is needed; Sew Yours creates individual pieces and tailors your clothes to fit you better — but how it’s said makes all the difference.

Bonus Tip: Listening to your audience and researching how they communicate will help build your brand voice. Use phrases and words your audiences know and understand.

What You Offer

Your service or product page(s) is the “what” section of your website. What are you selling? An astounding 86% of people want to see an easy navigation to the product and services page from the home page of a website*.

There are multiple ways that you can decide to write content for your services page – the decision is yours, and how you interact with your audience will influence that writing style, and the selling points your audiences seek. Ask yourself the following questions before writing;

1. If I'm selling multiple products, do I want to group certain ones together or do I want to list out each product?
2. Is knowing the price important to my audience?
3. Are my services straightforward or do I need to offer brief explanations to avoid confusion?

Bonus Tip: If your services require an explanation, keep it as short as possible and try to limit to 1-2 sentences maximum. Remember, people want information now.

Show It Off With Images

Another decision you'll have to make is whether your business requires a separate page specifically for images. If you're a craftsman that creates one-of-a-kind pieces of furniture, a gallery is an excellent way to showcase your work. Depending on your business, you could choose to include photos on your service/product page(s) instead.

Bonus Tip: Professional photography can make a big difference! Think of how you would react if your favourite big brand online shop had photos taken with a cell phone on a floral print shower curtain? Make sure to take photos with a proper camera, and if you don't have the skills, make sure to **hire a pro**.

Never Ending Questions

Including a list of frequently asked questions (with answers!) is a quick way to provide your audience with the information they need. On your FAQ page, write as if it were your customer asking the question. For example, "Do you offer shipping?" Now answer the question in detail, "Yes! Sew Yours offers shipping directly to your home. Prices and delivery times vary depending on your location." Think of all the questions you often answer – the FAQ page is there to answer those questions from people who aren't physically in front of you!

Making Contact: Sending Messages in Bottles

Your audience needs to know how to get in touch with you. Be sure to list your business address, phone number, and email address. A good idea is to also include this in the footer of your website, readily available without having to navigate to it. If you would like to have customers contact you through a form on your website, make sure to create a list of all the information you would like them to fill out, and what answers you will require. You should also consider that if doing email marketing, you will need to have a well-explained opt-in to comply with privacy legislation in Canada.

Bonus Tip: People love freebies or coupons – simply offer a free download or a coupon as an incentive to sign up to your email list.

Thinking Outside of the Box

Depending on your business, there are other pages you can consider adding to your website. If you're a not-for-profit company, having a page that provides information on how to donate is an excellent idea. If you're a restaurant that offers take-out or delivery, provide an online menu and consider adding the option to order online. Your type of business and what you're selling will significantly impact which pages you need, and which could be added.

Bonus Tip: All pages should easily link back to your homepage. The standard is by linking through your business logo. However you can hyperlink text in your website copy to link to other areas of your website.

Work Like a Captain, Play Like a Pirate

Businesses that blog get up to 88% more leads per month than those who don't, and companies that blog have 55% more website visitors*! A blog is a long-term marketing asset that allows you to become seen as a reliable company that knows their stuff, but it also helps you to continue targeting keywords you want to show up for on search engines.

(*) Source: <https://shortcutcontent.com/88-leads-per-month-blog/>

Sew Yours, for example, could discuss different stitching styles in one blog and discuss fabric uses in another, while focusing on the keyword “fashion designers in Canada”.

1. Blogs drive traffic to your website by offering information the audience wants and is searching for. Optimize your blog posts by using keywords. Is there a particular keyword that your audience is now searching? Incorporate it into a blog, making sure to add it to the title as well!

Keyword #1

How to hire a seamstress

Example Blog Title

Sew Yours’ Guide to How to Hire a Seamstress

Keyword #2

Canadian fashion designer

Example Blog Title

Canadian Fashion Week: Sew Yours’ Breaks Outs as a Canadian Fashion Designer to Watch

2. Blogging is a way to connect with your audience, and portray your business as a thought leader, which will help build trust between you and potential clients. Blogs are also an excellent way for your business to become memorable. An easy way to do this is to stay up-to-date with current events and trends. Is there a cause that your company donates time or money to? Write about it! Showing that your brand cares about the world around you will increase trust and brand affinity.

3. Every time you post a blog, you’re creating content that you can share on social media – Twitter, LinkedIn, Facebook, Pinterest – which increases your exposure to audiences. Blogs also increase traffic directly back to your website – it’s a win/win.

4. Each blog post you make gives you another opportunity to get a new lead. By adding a call-to-action (CTA) within your blog post, you can convert traffic into new leads.

5. Blogging can help drive long-term results. Nothing on the internet is ever fully gone, right? That means your blog post won't be either! Let's say you publish a blog today that gets you 89 views. Tomorrow you get 52 views as people find it on social media, or some of your email subscribers get their email. After a few days, the fanfare from the post will die down, but it will never actually finish. That blog is now ranking in search engines, and the possibility of someone searching for the keywords you used in that blog means that people can still find your blog (and your website!) for weeks, months, and sometimes years!

Keep Your Audience Up-To-Date

One sure-fire way to provide your audience with current news regarding your company is to create an email list. A simple pop-up or sidebar sign up form is an easy way to do this. There are a few email marketing programs that you can use to help you achieve this, like [MailChimp](#), or you can hire a professional to take the lead.

An email list is an excellent way for your audience to feel special because they'll receive news and knowledge before anyone else. You can send out emails to let them know about upcoming offers or events, or you can send them special offers that they only receive because they're a part of your 'in-crowd'. Having an open line of communication directly with your audience is beneficial to lead generation.

Bonus Tip: [Zurb](#) has an excellent tool that shows you how your email subject lines will appear on any device.

MAKE A SPLASH ONLINE!

You need a website. You need it quick. And you need it to be on your budget. At Squiddly, all our websites are designed with the anatomy of success. It's always survival of the fittest when it comes to your business, and we'll make sure you're top of the pack! We offer a full range of solutions for your digital marketing needs, customized to suit your business and your budget.

Have a chat with us and together we'll map out the best solution for your small business!

We've condensed The Complete Guide to Writing Jaw Dropping Web Content to make it easy to reference. Below, you'll find a few writing tips to boost your skill level, an outline template to follow for creating website content, and a complete list of resources to help. It's time to hoist the anchor and sail away!

10 Writing Tips That Turn Bland, Boring Writing into the Jaw-Dropping Content You Want

1. Become friendly with an online dictionary and an online thesaurus. Avoiding repetition in your wording will help your writing flow.
2. Hyperlink to your sources. Rather than typing out the website in your copy, [hyperlink it, like this](#).
3. Keep it simple, especially for your website content. Your audience wants the necessary information quickly and efficiently.
4. If you're unsure about something, look it up. Is it color or colour? Ask your trusty sidekick, Google.
5. Try writing your headline first to help focus your content. A headline is a promise to your audience and tells them what they're going to get.
6. Avoid passive language when you can. Keeping your content in the active voice keeps the reader engaged.
7. Keep it personal. Using pronouns like "I", "we" and "you" creates a relationship between the writer ("I"), the business ("we") and the audience ("you".)
8. Take your time. Even the best website content writers write, rewrite, edit, and rewrite again before finishing a project. Write out a draft, take a break (even a nap!), and come back to it with fresh eyes.
9. Only 16% of people read web content word-for-word.* Ensure that whoever is visiting your site can understand the most valuable information by just glancing.
10. Use words your audience can relate to. If your target audience is upper-class people who live in the lap of luxury, it wouldn't make sense to say "cost-friendly."

(*) Source: <http://www.contentrich.co.uk/free-web-writing-tips/im-not-reading-your-website/>

Helpful Links and Tools

Writing Tools

[Online Dictionary](#)

[Online Thesaurus](#)

Keyword and SEO Research Tools

[Google Adwords](#)

[Google Autocomplete](#)

[Answer the Public](#)

